

**Providence Tourism Council
d/b/a Providence Convention Authority
Minutes to Board of Directors meeting**

**Thursday, June 16, 2016
10:00 am**

**Dunkin Donuts Center Board Room, 3rd Floor
One LaSalle Square, Providence, Rhode Island**

Members Present: Rick Simone, Alex Gorriaran, James McCarvill, Jennifer Bramley, Meg Clurman, Michael Canini, Socrates Ramirez

Also Present: Susann DellaRosa (accountant), Christina Robbio, Theresa Agonia, Sean Layton, Stephanie Fortunado

I. Call to Order Jennifer Bramley, Chair, called the meeting to order at 10:13 am. Welcomes new member Michael Canini of Hilton Garden Inn, members introduced themselves around the table.

II. Minutes of Previous Meeting Ms. Bramley called for the approval of the minutes of the Providence Tourism Council meeting of April 21, 2016. Alexis Gorriaran motioned to approve, Jim McCarvill seconded. Motion carried unanimously.

III. Lou Hammond Report Sean Layton presented report. PVDFest had exceptional community engagement: over five million impressions on social media, trended on Twitter for over 13 hours. Providence ranked #3 in recent Travel and Leisure's America's Favorite City poll. Festival had high profile with influencers, visiting journalists. Boston Globe had recent travel section on Providence. Monthly value blasts, Hot Tips program continue; 4 media visits this month; NYC and Boston desksides. Pitches: summer events, food and culture.

IV. Providence Warwick Convention and Visitors Bureau Report IV. Financial Report Christina Robbio presented report. Preparing for 40th Anniversary of Pride Celebration. New banners on Federal Hill for the Stroll. Created specific web site content for both PVDFest and US Gymnastics. "Tourism Cares" clean up of India Point Park scheduled. Focus on "Historic Providence."

V. Arts Culture and Tourism Report Stephanie Fortunado presented report. June summer festivals: Beer Fest, BBQ Festival. July 2nd- Fort Aqua water and hologram show at Alix and Ani Rink, Biltmore Park. July 4th Celebration will have live music, family programming, speaking program, fireworks, DJ after the fireworks to ease exit traffic. August: Bolivian Festival, Foo Fest. Skyline Restaurant planning shows throughout the summer at Waterplace Park; series of ticketed events at Alix and Ani center.

Mr. Gorriaran suggested an email link thru PWCVB and PTC websites to alert hoteliers about events of interest to their guests. Possible applications of City's 311 app discussed.

VI. Consideration of Waterfire Increase Ms. Bramley outlined plan to increase Waterfire funding with caveat to add Labor Day Sunday 2016 Waterfire. Turks Head Ballroom sponsors to be pursued. Mr. Simone made a motion to add \$50K as an increase to Waterfire budget to create new events or extensions of special programming, to be voted on every year. Socrates Ramirez seconded, motion carried unanimously.

VII. Financial Report Accountant Susann DellaRosa presented financial report. Goal is to have \$50K balance on June 30th. Discussion of line items, with Waterfire increase. Mr. Gorriaran made a motion to accept 2016-2017 budget with Waterfire changes. Meg Clurman seconded, motion carried unanimously.

VIII. RFP Committee Report Mr. Simone reported on committee progress. Working with PWCVB to target firms specializing in municipal promotions. Working towards a September release of RFP, process to be completed by end of December.

IX. Grant Committee Report

A. Mr. Gorriaran reported on the following grant committee recommendations:

- i. Mysterium - Providence Public Library: \$5000
- ii. Providence Children's Film Festival: \$10,000
- iii. Providence Children's Museum: \$15,000
- iv. SMG National Meeting: \$2,500
- v. WBNA: \$5,000

B. Ms. Clurman motioned to approve grant committee award recommendations for Providence Public Library, Providence Film Festival, Providence Children's Museum, and WBNA. Mr. Simone seconded, motioned passed unanimously.

C. Mr. McCarvill recused himself from SMG vote. Mr. Simone motioned to approve award recommendation for SMG, Mr. Ramirez seconded. Motion carried unanimously.

D. Ms. Bramley reported on Trinity Repertory request to apply previously awarded but unspent funds to a different project. Mr. Simone motioned to allow Trinity Repertory to allot \$20,000 awarded in 2014 for an unexecuted LED signage project to a mural project for the back wall of it's building. Mr. Ramirez seconded, motion carried unanimously.

X. Adjournment Ms. Bramley called for a motion to adjourn. Mr. McCarvill motioned to adjourn, Mr. Simone seconded. Meeting adjourned at 11:48 am.